IN THE CLAIMS:

Please add new Claims 96 to 109, and amend Claims 46, 49, 52, 57 and 59 to 95 as shown below. The claims, as pending in the subject application, read as follows:

1. to 45. (Cancelled)

46. (Currently Amended) A card customizing apparatus for customizing a card adapted for insertion into a card reader ~~that~~ which communicates with a computer device, said card comprising selectable indicia on a surface of the card, and a storage device storing, for each said indicium, a plurality of commands related to a function of equipment, ~~memory references relating to an external memory device, the memory references being associated with the indicia~~ wherein selection of one of the indicia while the card is inserted into the reader causes said equipment to perform the function corresponding to the plurality of commands ~~accessing of corresponding data stored in the external memory device, using the memory reference~~ associated with the selected indicium, said apparatus comprising:

a processor configured to write said ~~memory references~~ plurality of commands into the storage device of said card.

47. (Previously Presented) A card customizing apparatus according to claim 46, wherein the memory references are inputted from a keyboard.

48. (Previously Presented) A card customizing apparatus according to Claim 46, wherein said card storing the memory references is printed by a writer device that is connected to said card customizing apparatus.

49. (Currently Amended) A card adapted for insertion into a card reader ~~that~~ which communicates with a computer device, said card comprising:

selectable indicia on a surface of the card; and

a storage device storing, for each said indicium, a plurality of commands related to a function of equipment, ~~memory references relating to a memory device external to said card, the memory references being associated with the indicia;~~ wherein

selection of one of the indicia while the card is inserted into the reader causes said equipment to perform the function corresponding to the plurality of commands ~~accessing of corresponding data stored in the external memory device, using the memory reference~~ associated with the selected indicium.

50. (Previously Presented) A card according to Claim 49, wherein said card reader obtains said selected memory reference dependent upon selection of said one indicium and sends said selected memory reference to said computer device.

51. (Previously Presented) A card according to Claim 49, wherein said computer device receives said selected memory reference from said card via said card reader and communicates with said external memory device over a communications network using said selected memory reference to access said corresponding data.

52. (Currently Amended) A card reader for a card, said card reader communicating with a computer device ~~communicating with equipment over a network,~~ said card being configured for insertion into said card reader, and wherein said card has indicia formed on a surface thereof, said card reader comprising:

a processor for (i) obtaining from a storage device on said card a plurality of commands related to a function of said equipment, ~~memory reference that is~~ said plurality of commands being associated with a selected one of the indicia of said card, and (ii) sending said plurality of commands ~~memory reference~~ to the computer device to thereby cause said equipment to perform the function corresponding to the plurality of commands ~~accessing of corresponding data in a memory device external to the card~~ associated with the selected indicium.

53. (Previously Presented) A card reader according to Claim 52, wherein the data is obtained from the external memory device over a communication network.

54. (Previously Presented) A card reader according to Claim 52, wherein said computer device is a set top box having an application to provide a service.

55. (Previously Presented) A card reader according to Claim 54, wherein said application is loaded on said set top box.

56. (Previously Presented) A card reader according to Claim 53, wherein said external memory device is a server over the network.

57. (Currently Amended) A computer device for communicating with a card reader that receives a card, said computer device communicating with ~~a memory device~~ equipment external to the card, said card having indicia formed thereon, said computer device comprising:

a processor for receiving from said card reader a plurality of commands related to a function of said equipment, ~~memory reference that is~~ said plurality of commands being (i) stored in a storage device on said card and [[is]] associated with a selected one of the indicia and (ii) [[is]] used in said computer device to thereby cause said equipment to perform the function corresponding to the plurality of commands ~~accessing of corresponding data in the external memory device~~ associated with the selected indicium.

58. (Previously Presented) A computer device according to Claim 57, wherein said card reader reads said memory reference from said card and sends said memory reference to said computer device that communicates with the external memory device over a communications network to thereby access said data.

59. (Currently Amended) A card customizing method for customizing a card to be used in a card reader, said card having indicia formed on a surface thereof, and said card reader communicating with a computer device that communicates with ~~a memory device~~ equipment external to the card[[;]], said method comprising the steps of:

writing, in regard to each said indicium, a plurality of commands related to a function of said equipment ~~memory references relating to the external memory device~~, said ~~memory references~~ plurality of commands being associated with said each indicia and

being used in the computer device to thereby <u>cause, in response to selection of said</u>

<u>indicium, said equipment to perform the function corresponding to the plurality of</u>

<u>commands</u> ~~access dependent upon~~ <u>associated with said</u> [[a]] selected indicium

~~corresponding data from the external memory device~~, wherein said ~~memory references~~

<u>plurality of commands</u> are written into a memory of said card.

60. (Currently Amended) A computer program <u>stored on a computer-</u>

<u>readable medium, the program</u> to be executed in a card customizing apparatus for

customizing a card to be used in a card reader, said card having indicia on a surface

thereof, and said card reader communicating with a computer device which communicates

with ~~a memory device~~ <u>equipment</u> external to said card, said program comprising:

code to write<u>, in regard to each said indicium, a plurality of commands</u>

<u>related to a function of said equipment</u> ~~memory references relating to the external memory~~

~~device~~, said ~~memory references~~ <u>plurality of commands</u> being ~~associated with said indicia~~

~~and being~~ used in the computer device to thereby ~~access~~ <u>cause,</u> dependent upon a selected

indicium<u>, said equipment to perform the function corresponding to the plurality of</u>

<u>commands associated with the selected indicium</u> ~~corresponding data in the external~~

~~memory device~~, wherein said ~~memory references~~ <u>plurality of commands</u> are written into a

memory of said card.

61. (Currently Amended) A method in a computer device for

communicating with a card reader that receives a card, said card having indicia formed on a

surface thereof, said computer device communicating with a ~~memory device~~ <u>equipment</u>

external to said card[[;]], said method comprising the steps of:

receiving from said card reader a ~~memory reference~~ plurality of commands related to a function of said equipment, said plurality of commands being ~~that is~~ stored in a storage device on said card and [[is]] being associated with a selected one of the indicia and [[is]] being used in said computer device to thereby cause said equipment to perform the function corresponding to the plurality of commands associated with said selected indicium ~~access corresponding data in the external memory device~~.

62. (Currently Amended) A computer program stored on a computer-readable medium, the program to be executed in a computer device for communicating with a card reader that receives a card, said computer device communicating with a ~~memory device~~ equipment external [[in]] to the card, said card having indicia formed on a surface thereof, said program comprising:

code to receive from said card reader a ~~memory reference~~ plurality of commands related to a function of the equipment, said plurality of commands being ~~that is~~ stored in a storage device on said card and [[is]] associated with a selected one of the indicia, said plurality of commands ~~and is~~ being used in said computer device to thereby ~~access corresponding data from the external memory device~~ cause said equipment to perform the function corresponding to the plurality of commands associated with the selected indicium.

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63. (Currently Amended) A method for <u>controlling equipment</u> ~~accessing a memory device~~ via a communication network by a computer device that communicates with a card reader, said card reader being configured to receive a card that has indicia formed on a surface thereof, said method comprising the steps of:

communicating between the <u>equipment</u> ~~memory device~~ which is external to the card and said computer device based on a <u>plurality of commands related to a function of the equipment,</u> ~~memory reference~~ <u>said plurality of commands being</u> associated with a selected one of the indicia, <u>and</u> said ~~memory reference~~ <u>plurality of commands</u> being sent from a storage device on said card via said card reader to said computer device; and

<u>causing, according to the plurality of commands associated with the selected indicium, said equipment to perform the corresponding function,</u> ~~providing, dependent upon the memory reference, data to said computer device~~ via said communication network.

64. (Currently Amended) A computer program <u>stored on a computer-readable medium, the program</u> executable to ~~access a memory device~~ <u>control equipment</u> via a communication network by a computer device that communicates with a card reader, said card reader being configured to receive a card that has indicia formed on a surface thereof, said program comprising:

code to communicate between the ~~memory device~~ <u>equipment</u> which is external to the card and said computer device based on a <u>plurality of commands</u> ~~memory reference~~ associated with a selected one of the indicia, said ~~memory reference~~ <u>plurality of commands related to a function of the equipment, and said plurality of commands</u> being sent from a storage device on said card via said card reader to said computer device; and

code to ~~provide~~ <u>cause, according to the plurality of commands associated</u>

<u>with the selected indicium, said equipment to perform the corresponding function,</u>

~~dependent upon the memory reference, corresponding data from the external memory~~

~~device to said computer device~~ via said communication network.

65. (Currently Amended) A card adapted for insertion into a card reader

~~that~~ <u>which</u> communicates with a computer device that communicates with ~~a memory~~

~~device~~ <u>equipment</u> external to the card over a network, said card comprising[[;]]<u>:</u>

selectable indicia on a surface of the card; and

a storage device storing<u>, for each said indicium, a plurality of commands</u>

<u>related to a function of the equipment</u> ~~memory references relating to the external memory~~

~~device, the memory references being associated with the indicia,~~

wherein selection of one of the indicia, while the card is inserted into the

reader, provides a service based upon <u>performance of the function by the equipment, said</u>

<u>function being associated with the selected indicium</u> ~~data stored in the external memory~~

~~device, said data being referenced by use of the memory reference associated with the~~

~~selected indicium~~.

66. (Currently Amended) A card reader for a card, said card reader

communicating with a computer device that communicates with ~~a memory device~~

~~equipment~~ external to the card over a network, said card being adapted for insertion into

said card reader, said card comprising selectable indicia on a surface of the card, and a

storage device for storing<u>, for each said indicium, a plurality of commands related to a</u>

function of the equipment ~~memory references relating to the external memory device, the memory references being associated with the indicia~~, said card reader comprising:

a processor adapted for (i) obtaining, while the card is inserted into the reader and upon selection of one of the indicia, the plurality of commands ~~a memory reference~~ associated with the selected indicium, and (ii) sending the ~~memory reference~~ plurality of commands to said computer device to thereby obtain a service based upon performance of the function by the equipment, said function being associated with the selected indicium ~~data stored in the external memory device, said data being referenced by use of the memory reference associated with the selected indicum~~.

67. (Currently Amended) A computer device for communicating with a ~~memory device~~ equipment over a network, and for communicating with a card reader that receives a card, said ~~memory device~~ equipment being external to the card, said card comprising (i) selectable indicia on a surface of the card, and (ii) a storage device for storing, for each said indicium, a plurality of commands related to a function of the equipment ~~memory references relating to the external memory device, the memory references being associated with the indicia~~, said computer device comprising:

a processor for (i) receiving from said card reader, while the card is inserted into said card reader, and upon selection of one of the indicia, the plurality of commands ~~a memory reference~~ associated with the selected indicium, and (ii) receiving a service based upon performance of the function by the equipment, said function being associated with the selected indicium ~~data stored in the external memory device, said data being referenced by use of the memory reference associated with the selected indicium~~.

68. (Currently Amended) A system comprising:

a set top box connected to an internet;

a card reader having a transparent touch sensitive membrane through which a plurality of indicia of an inserted card are visible, said card reader being adapted to communicate with said set top box;

said card being adapted for insertion into the card reader, the card having (i) a storage device, (ii) said plurality of indicia on a surface of said card, and (iii) a plurality of commands, associated with each said indicium, memory references stored in the storage device, the plurality of commands memory references associating each of the plurality of indicia with corresponding web pages stored in a server connected to the Internet; and

a display that performs a function associated with corresponding commands associated with the selected indicium to thereby displays display a specific web page based upon [[a]] the corresponding specific memory reference plurality of commands which said set top box receives from said card reader,

wherein said card reader reads, upon selection of a specific one of the indicia while the card is inserted in the card reader, said specific memory reference plurality of commands associated with the selected indicum, and transmits the specific plurality of commands required to display memory reference associated with the specific web page to said set top box.

69. (Currently Amended) A system according to Claim [[68]] 109, wherein the memory references are URLs.

70. (Currently Amended) A card customizing apparatus according to Claim [[46]] 96, wherein said memory references are URLs.

71. (Currently Amended) A card customizing apparatus according to Claim [[46]] 96, wherein said memory references are telephone numbers.

72. (Currently Amended) A card according to Claim [[49]] 97, wherein the memory references are URLs.

73. (Currently Amended) A card according to Claim [[49]] 97, wherein the memory references are telephone numbers.

74. (Currently Amended) A card reader according to Claim [[52]] 98, wherein the memory references are URLs.

75. (Currently Amended) A card reader according to Claim [[52]] 98, wherein the memory references are telephone numbers.

76. (Currently Amended) A computer device according to Claim [[57]] 99, wherein the memory references are URLs.

77. (Currently Amended) A computer device according to Claim [[57]] 99, wherein the memory references are telephone numbers.

78. (Currently Amended) A card customising method according to Claim [[59]] 100, wherein the memory references are URLs.

79. (Currently Amended) A card customising method according to Claim [[59]] 100, wherein the memory references are telephone numbers.

80. (Currently Amended) A computer program according to Claim [[60]] 101, wherein the memory references are URLs.

81. (Currently Amended) A computer program according to Claim [[60]] 101, wherein the memory references are telephone numbers.

82. (Currently Amended) A method according to Claim [[61]] 102, wherein the memory references are URLs.

83. (Currently Amended) A method according to Claim [[61]] 102, wherein the memory references are telephone numbers.

84. (Currently Amended) A computer program according to Claim [[62]] 103, wherein the memory references are URLs.

85. (Currently Amended) A computer program according to Claim [[62]] 103, wherein the memory references are telephone numbers.

86. (Currently Amended) A method according to Claim [[63]] 104, wherein the memory references are URLs.

87. (Currently Amended) A method according to Claim [[63]] 104, wherein the memory references are telephone numbers.

88. (Currently Amended) A computer program according to Claim [[64]] 105, wherein the memory references are URLs.

89. (Currently Amended) A computer program according to Claim [[64]] 105, wherein the memory references are telephone numbers.

90. (Currently Amended) A card according to Claim [[65]] 106, wherein the memory references are URLs.

91. (Currently Amended) A card according to Claim [[65]] 106, wherein the memory references are telephone numbers.

92. (Currently Amended) A card reader according to Claim [[66]] 107, wherein the memory references are URLs.

93. (Currently Amended) A card reader according to Claim [[66]] 107, wherein the memory references are telephone numbers.

94. (Currently Amended) A computer device according to Claim [[67]] 108, wherein the memory references are URLs.

95. (Currently Amended) A computer device according to Claim [[67]] 108, wherein the memory references are telephone numbers.

96. (New) A card customizing apparatus according to claim 46, wherein:

one of said commands is a memory reference relating to a memory device external to said card; and

selection of said indicium causes accessing of corresponding data stored in the external memory device, using the memory reference associated with the selected indicium.

97. (New) A card according to claim 49, wherein:

one of said commands is a memory reference relating to a memory device external to said card; and

selection of said indicium causes accessing of corresponding data stored in the external memory device, using the memory reference associated with the selected indicium.

98. (New) A card reader according to claim 52, wherein:

one of said commands is a memory reference relating to a memory device external to said card; and

selection of said indicium causes accessing of corresponding data stored in the external memory device, using the memory reference associated with the selected indicium.

99. (New) A computer device according to claim 57, wherein:

one of said commands is a memory reference relating to a memory device external to said card; and

selection of said indicium causes accessing of corresponding data stored in the external memory device,

using the memory reference associated with the selected indicium.

100. (New) A card customizing method according to claim 59, wherein:

one of said commands is a memory reference relating to a memory device external to said card; and

selection of said indicium causes accessing of corresponding data stored in the external memory device, using the memory reference associated with the selected indicium.

101. (New) A computer program according to claim 60, wherein:

one of said commands is a memory reference relating to a memory device external to said card; and

selection of said indicium causes accessing of corresponding data stored in the external memory device, using the memory reference associated with the selected

indicium.

102. (New) A method according to claim 61, wherein:

one of said commands is a memory reference relating to a memory device external to said card; and

selection of said indicium causes accessing of corresponding data stored in the external memory device, using the memory reference associated with the selected indicium.

103. (New) A computer program according to claim 62, wherein:

one of said commands is a memory reference relating to a memory device external to said card; and

selection of said indicium causes accessing of corresponding data stored in the external memory device, using the memory reference associated with the selected indicium.

104. (New) A method according to claim 63, wherein:

one of said commands is a memory reference relating to a memory device external to said card; and

selection of said indicium causes accessing of corresponding data stored in the external memory device, using the memory reference associated with the selected indicium.

105. (New) A computer program according to claim 64, wherein:

one of said commands is a memory reference relating to a memory device external to said card; and

selection of said indicium causes accessing of corresponding data stored in the external memory device, using the memory reference associated with the selected indicium.

106. (New) A card according to claim 65, wherein:

one of said commands is a memory reference relating to a memory device external to said card; and

selection of said indicium causes accessing of corresponding data stored in the external memory device, using the memory reference associated with the selected indicium.

107. (New) A card reader according to claim 66, wherein:

one of said commands is a memory reference relating to a memory device external to said card; and

selection of said indicium causes accessing of corresponding data stored in the external memory device, using the memory reference associated with the selected indicium.

108. (New) A computer device according to claim 67, wherein:

one of said commands is a memory reference relating to a memory device

external to said card; and

selection of said indicium causes accessing of corresponding data stored in the external memory device, using the memory reference associated with the selected indicium.

109. (New) A system according to claim 68, wherein:

one of said commands is a memory reference relating to a memory device external to said card; and

selection of said indicium causes accessing of corresponding data stored in the external memory device, using the memory reference associated with the selected indicium.